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# Strike it big with Merit Bowling.

## Roll up additional revenue!

Last year, Merit Bowling generated more than 300,000 visitors in 1,000 participating bowling centers across America. That's more than \$100,000 in revenue from food, drink, off-the-menu items, private parties, and other income per visitor.

## Get high rolling promotional support!

When you join the Merit Bowling network, you'll get everything you need to build a dynamic new or return participants at your bowling centers. Promotions, incentives, customer service, promotional materials, and more.

## Roll over your borders!

It's a once-in-a-lifetime opportunity for your business! All league bowlers, ages 11 and under, are automatically eligible for participation in a day at a trip to Las Vegas. Because, as is known with the pros, the best job is always money!

## It's easy!

Here's how the 1997 Merit Bowling program plays: From September 15 through October 15 each night, the entire place shooting regular league play from 8pm until 10pm. Each night, the home team members who roll the high score in their leagues will receive a Merit "Score of the Game" certificate and advance to the "Home Team Championships" held between October 20 and November 12. Prizes include big tournament advances to state and regional tournaments for a complete list, see page 10. Registered bowlers from each city league receive round trip airfare and hotel accommodations to Las Vegas. Participants in the 1,000,000 Merit Points race on November 11 and 12. While there, they'll also be invited to visit the 100th Merit National Bowlers Tournament conducted by the Professional Bowlers Association and the Ladies Pro Bowlers Tour on November 10 and 11.

## Get on a roll today!

All you have to do is contact your state PBA today to enroll in the 1997 Merit Bowling Program. Then, watch in the mirror - roll on - roll up at your bowling center.